

## **I'On Media Kit Backgrounder**

I'On, named for South Carolina statesman and war hero Jacob Bond I'On, is a 243-acre award-winning traditional walking neighborhood just outside Charleston, S.C., founded in 1997. Located in the heart of Mt. Pleasant, S.C., and just minutes away from historic downtown, I'On offers the feel of classic urban living, but with the convenience of suburban living steps away.

Nationally lauded for its high-quality architecture and design, I'On, founded by Tom, Vince and Jeff Graham, combines the best of European city design with that of the Old South. To ensure quality, the founders created the I'On Guild, which is a select group of 21 builders who meet I'On's high standards and are approved to build within the neighborhood. I'On has won numerous awards for its innovative design, including Best Community in the Nation and Best Smart Growth Neighborhood by Professional Builder magazine and the National Association of Home Builders, as well as being named the 2003 New Urbanism Charter Award Winner.

Known for its beauty, the I'On neighborhood peacefully coexists with nature, and developers preserved as much of the natural environment as possible. Within the neighborhood, there are canopies of live oaks, marsh views, nature paths, green spaces, including a seven-acre pond that serves as a Rookery for wading birds, as well as a number of wetland areas. The S.C. Department of Natural Resources honored The I'On Company in 1999 with a Stewardship Award, which recognizes projects that have reached the highest caliber of achievement through sustainable development and the protection of South Carolina's natural resources.

Residents of I'On have access to a number of amenities, including a community dock and boat landing, playgrounds, parks, two lakes, a soccer field and a two-mile Marshwalk. Additionally, the I'On Club is an on-site swim, tennis, fitness and social facility with clubhouse, and the Creek Club is an event venue fronting Hobcaw Creek. The neighborhood also has a school, the East Cooper Charter Montessori School; two planned churches; and many businesses, including restaurants, retail shops, and more.

I'On also provides its residents with a host of social, educational and cultural activities through the I'On Trust, a nonprofit that is now independent from the I'On Company, but was initially created by the developers to provide cultural enrichment for the neighborhood. Today, the I'On Trust hosts many events open to the entire Charleston community each year, including the July 4<sup>th</sup> CelebratI'On, the Holiday Tour of Homes, as well as numerous concerts and lectures. Other organizations that the neighborhood has spawned include the Community of I'On Artists; I'On Biznet, a group of business men and women; and the I'On Assembly, the neighborhood homeowners association.